

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of the claims in the application.

1. (Currently Amended) A method of offering a product for sale presented on an interactive media system comprising:
  - displaying an advertising message on said interactive media system
  - comprising at least one visual image of said product;
  - receiving a response from a viewer to said advertising message;
  - checking if a plurality of versions exist for said product contained within said product advertising message;
  - comparing said plurality of versions with previously collected and stored preference information associated with said viewer;
  - automatically selecting at least one version of said plurality of versions based on using said previously collected and stored preference information;
  - displaying information describing said one version; and
  - displaying purchasing information.
2. (Original) The method of claim 1 wherein said step of displaying a purchasing icon further comprises:
  - checking if billing and shipping information exist for said viewer; and
  - displaying a single step purchase icon if said billing and shipping information exists,
3. (Original) The method of claim 1 further comprising:
  - displaying said billing and shipping information.
4. (Original) The method of claim 1 wherein said icon is combined with a displayed image prior to broadcast of said image.

5. (Original) The method of claim 1 wherein said icon is combined with a displayed image in a receiving unit.

6. (Currently Amended) A system for advertising and purchasing products presented on an interactive television system comprising:

a first database that contains customer identification and previously collected and stored preference information;

a second database containing information describing said products contained in at least one advertisement;

a first program that receives a user response to said advertisement presented on said interactive television system and that checks for versions of said products associated with said advertisement and automatically selects one version of said products based on using said previously collected and stored preference information if a plurality of versions of said products exist ~~and selects the one version of said products if a plurality of versions of the product do not exist;~~

a second program that presents information of said one version to a viewer; and a third program that produces purchasing information.

7. (Original) The system of claim 6 wherein said third program further comprises:

a routine that checks if billing and shipping information exists for said viewer and that produces a single step purchasing icon if said billing and shipping information does exist.

8. (Currently Amended) A method of offering a product for sale presented on an interactive media system comprising:

identifying a viewer;

accessing previously collected and stored preference information for said viewer;

accessing information for said product that is advertised on said interactive media system;

checking if a plurality of versions exist for said product;  
automatically selecting at least one version of said plurality of versions based on using said previously collected and stored preference information if said plurality of versions exist and selecting the one version of the product if only one version exists;  
displaying information describing said one version; and  
displaying a purchasing icon.

9. (Original) The method of claim 8 wherein said step of displaying a purchasing icon further comprises:

checking if billing and shipping information exist for said viewer; and  
displaying a single step purchase icon if said billing and shipping information exists,

10. (Currently Amended) A system for advertising and purchasing products presented on an interactive television system comprising:

a first database that contains customer identification and previously collected and stored preference information;

a second database containing information describing said products contained in an advertisement;

a first program that checks for versions of said products associated with said advertisement on said interactive television system and automatically selects one version of said products based on using said previously collected and stored preference information if a plurality of versions of said products exist and selects the one version of the said products if a plurality of versions of said product do not exist;

a second program that presents information of said one version to a viewer;  
and

a third program that produces a purchasing icon.

11. (Original) The system of claim 10 wherein said third program further comprises: a routine that checks if billing and shipping information exists for said viewer and that produces a single step purchasing icon if said billing and shipping information does exist.

12. (Currently Amended) A method of advertising and selling products presented on an interactive media system comprising:
- generating an interactive access point on said products displayed on said interactive media system;
  - receiving an input from a viewer in response to said viewer activating said interactive access point;
  - identifying said viewer from said input;
  - checking for previously collected and stored preference information associated with said viewer;
  - checking if a plurality of versions of said product exist;
  - automatically selecting at least one version of said plurality of versions based on using said previously collected and stored preference information if a plurality of versions of said product exist ~~and selecting one version of said product if a plurality of versions do not exist~~;
  - displaying information describing said one version; and
  - displaying purchasing information.
13. (Original) The method of claim 12 wherein said step of displaying a purchasing icon further comprises:
- checking if billing and shipping information exist for said viewer; and
  - displaying a single step purchase icon if said billing and shipping information exists.
14. (Currently Amended) A method of advertising and selling a product on an interactive media system comprising:
- identifying a viewer;
  - accessing demographic information associated with said viewer;
  - selecting an advertisement type employing said demographic information;
  - selecting one advertisement that corresponds to said advertisement type from a plurality of advertisements;

associating said one advertisement with said product contained within a displayable image;

producing an interactive access point that is associated with said product, said interactive access point providing an interactive link for allowing said viewer to purchase said product;

receiving a user response to activation of said interactive access point;

checking for previously collected and stored preference information associated with said viewer;

checking if a plurality of versions of said product exist;

automatically selecting at least one version of said plurality of versions based on using said previously collected and stored preference information if a plurality of versions of said product exist ~~and selecting one version of said product if a plurality of versions do not exist;~~

displaying information describing said one version; and

displaying purchasing information.

15. (Original) The method of claim 14 wherein said step of displaying a purchasing icon further comprises:

checking if billing and shipping information exist for said viewer; and

displaying a single step purchase icon if said billing and shipping information exists.

16. (Original) The method of claim 13 wherein said step of producing an indicator further comprises:

changing the appearance of said object.

17. (Original) The method of claim 13 wherein said step of producing an indicator further comprises:

displaying an icon in conjunction with said object.

18. (Original) The method of claim 13 wherein said step of producing an indicator further comprises:

displaying text over said object.

19. (Original) The method of claim 13 wherein said step of producing an indicator further comprises:

displaying a graphic image over said object.

20. (Original) The method of claim 17 wherein said step of displaying text further comprises:

warping said text to conform to the shape of said object.

21. (Original) The method of claim 18 wherein said step of displaying a graphic image further comprises:

warping said graphic image to conform to the shape of said object.

22. (Currently Amended) A system for advertising and purchasing a product presented on an interactive media system comprising:

a first database that contains customer identification and previously collected and stored preference information;

a second database that contains customer demographic information;

a third database containing information describing a plurality of product advertisements;

a first program that associates a product advertisement presented on said interactive media system of said plurality of product advertisements for said product with said customer using said demographic information;

a second program that checks for versions of said product associated with said product advertisement and automatically selects at least one version of said product based on using said previously collected and stored preference information if a plurality of versions of said product exist ~~and selects the one version of said product if a plurality of versions of the product do not exist;~~ and

a third program that produces purchasing information.

23. (Currently Amended) The system of claim 22 wherein said third program further comprises:

a routine that produces a first purchasing icon if billing and shipping information exists for said customer and that produces a second purchasing icon if said billing and shipping information does not exist[[:]],

24. (Original) The system of claim 22 wherein said first purchasing icon is a single step purchasing icon.

25. (Original) The system of claim 22 wherein said first database further comprises:

information of past purchases by said customer.

26. (Original) The system of claim 22 further comprising:  
a program that determines a price for said product employing loyalty information.

27. (Original) The system of claim 26 wherein said loyalty information further comprises:

a history of past purchases of products from the same retailer.

28. (Original) The system of claim 26 wherein said loyalty information further comprises:

a history of past purchases of products from the same manufacturer.

29. (Currently Amended) A system for advertising and selling a product presented on an interactive television system comprising:

a first database that contains customer identification and previously collected and stored preference information;

a second database containing information describing a plurality of product advertisements;

a first program that associates one product advertisement of said plurality of product advertisements with said product presented to a viewer on said interactive television system and that produces a visual indicator;

a second program that checks for versions of said product associated with said one product advertisement and automatically selects at least one version of said product based on using said previously collected and stored preference information if a plurality of versions of said product exist ~~and selects the one version of said product if a plurality of versions of the product do not exist~~; and

a third program that produces a purchasing icon.

30. (Currently Amended) The system of claim 29 wherein said third program further comprises: a routine that produces a first purchasing icon if billing and shipping information exists for said customer and that produces a second purchasing icon if said billing and shipping information does not exist[[:]],

31. (Original) The system of claim 29 wherein said second program operates in response to an input from said viewer.

32. (Currently Amended) A method of offering a product for sale in conjunction with a motion video program presented on an interactive media system comprising:

displaying a promotion for a second motion video program to be presented at a predetermined time;

identifying a viewer;

accessing previously collected and stored preference information for said viewer;

accessing information for a product to be advertised;

checking if a plurality of versions exist for said product;

automatically selecting at least one version of said plurality of versions based on using said previously collected and stored preference information if said plurality of



versions exist and selecting the one version of said product if only one version exists;  
displaying information describing said one version at a time that allows  
delivery of said product prior to presentation of said second motion video program; and  
displaying a purchasing icon.

33. (Original) The method of claim 7 wherein said step of displaying a purchasing icon further comprises:

checking if billing and shipping information exist for said viewer; and  
displaying a single step purchase icon if said billing and shipping information  
exists.